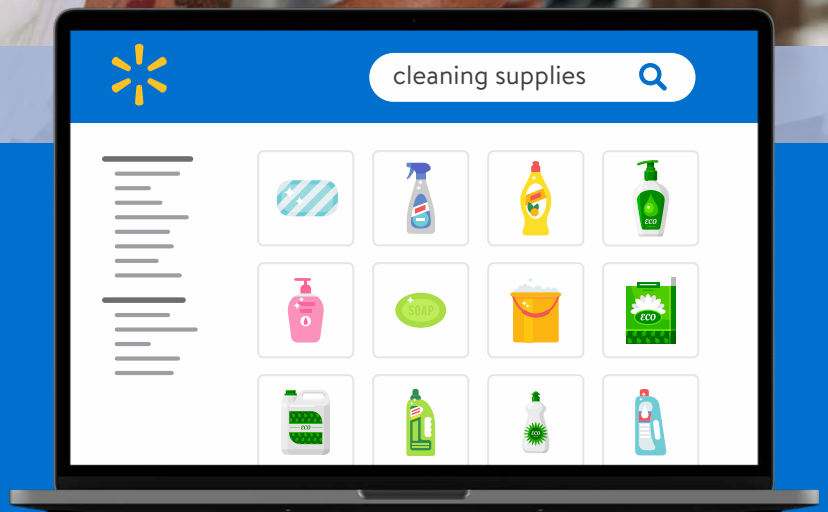


Household Essentials and Personal Care in the spotlight



What are customers searching for?



Triple-digit increase in YOY search volume for **personal care** and **household essentials**

Quadruple-digit increase in YOY monthly search volume



Laundry & household chemicals

Triple-digit increase in YOY monthly search volume



Household paper



Body & oral care

Source: Walmart first-party data; July 2020. Reflecting Oct 2019 – July 31, 2020 data.* YoY growth compared to same period year prior.

High demand for household paper



Triple-digit
YOY sales increase
on Walmart.com



Double-digit
YOY sales increase
in-store



Source: Walmart first-party data; June 2020. Reflecting Feb 01, 2020 – July 31, 2020 data. (YOY Growth compared to same period last year).

Triple-digit
YOY increase
in site visits



Paper towels



Facial tissue



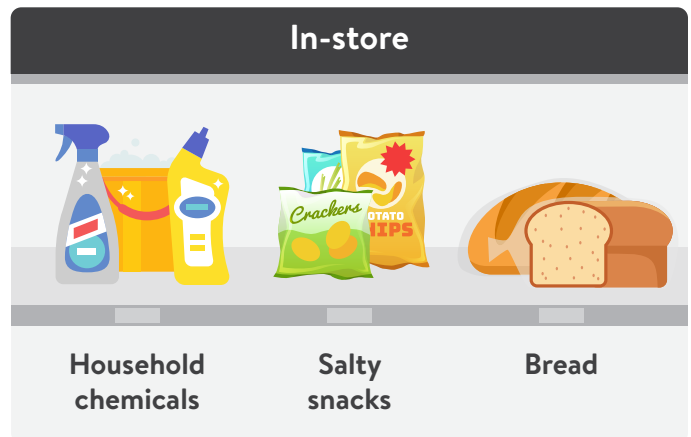
Paper napkins



Toilet paper

Source: Walmart first-party data; July 2020. Reflecting Feb 01, 2020 – July 31, 2020 data. (YOY Growth compared to same period last year).

What else did household paper customers purchase?



Source: Walmart First Party Data, July 2020. Data Reflecting Feb 1, 2020 – June 30, 2020.

Surge in laundry and household chemicals



Triple-digit
YOY sales increase
on Walmart.com



Double-digit
YOY sales increase
in-store

Triple-digit
YOY increase
in site visits



Cleaning supplies



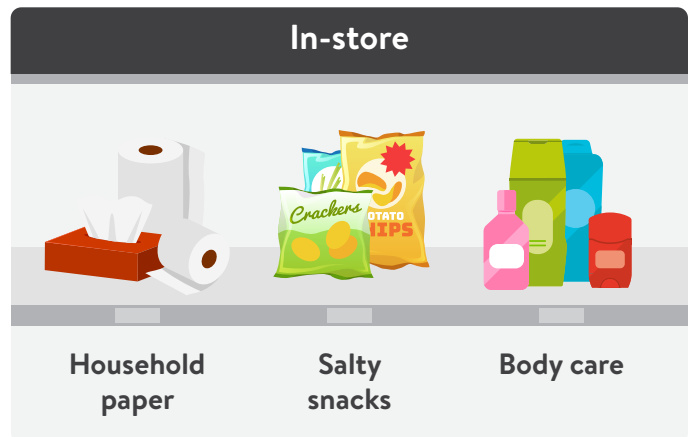
Laundry care



Air fresheners

Source: Walmart first-party data; June 2020. Reflecting Feb 01 – July 31, 2020 data. (YoY Growth compared to same period last year).

What else did household chemicals customers purchase?



Source: Walmart First Party Data, July 2020. Data Reflecting Feb 1, 2020 – June 30, 2020.

Body & oral care replenishment pivots to online



Triple-digit
YOY sales increase



Body & oral care

Quadruple-digit
YOY visits increase



Hand soap

Triple-digit
YOY traffic increase



Toothbrushes

Source: Walmart first-party data; June 2020. Reflecting Feb 01 – July 31, 2020 data. (YoY growth compared to same period year prior).

What else did body & oral care customers purchase?



Source: Walmart First Party Data, July 2020. Data Reflecting Feb 1, 2020 – June 30, 2020.

[Start planning your campaign with Walmart Media Group today.](#)